

Clean Air Choice™ Educational Partnership

Recent Accomplishments & Future Goals

2009 Clean Cities Eastern States Coordinator Peer Exchange

Pittsburgh, PA
June 23-25, 2009



Lisa Thurstin • Twin Cities Clean Cities Coalition
CleanAirChoice.org – 800.LUNG.USA

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Overview

- 2008 – 2009 Report
- A look ahead at 2009 – 2010



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2008 – 2009: Overview



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Coalition Status, Structure & Sustainability

- 100% of the coordinator's position and the position of three colleagues is funded by grants: Kelly Marczak, Robert Moffitt, Emily Nelson & myself.
- Coalition continues to pursue partnerships and stakeholders to expand.
- Continue to apply for grants and to conduct special projects.

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AMERICAN LUNG ASSOCIATION

Infrastructure

Retailers

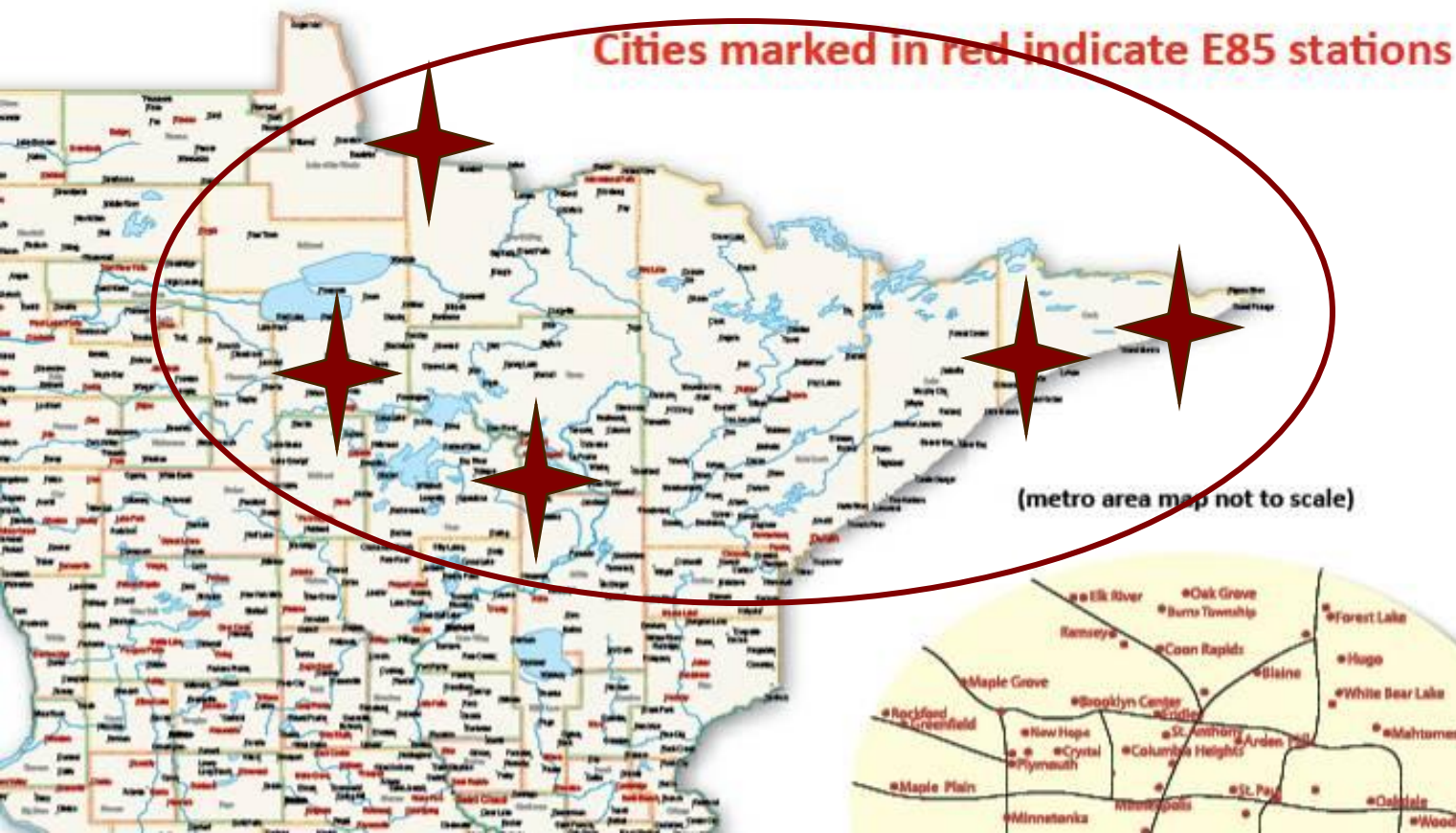
- 370 E85 retailers now open or coming soon – 15%!!!
 - 48 of these have blender pumps
 - 10 new retailers expected by Fall 2009
- MN Mandate: all diesel has a blend of 5% biodiesel
 - May 1, 2009 5 percent
 - May 1, 2012 10 percent*
 - May 1, 2015 20 percent*
- \$1.75 million E85 & biodiesel assistance grants
 - 68 E85 grants awarded
 - \$850,000+ in awards
 - Additional \$1,400,000 investment by retailers
 - 13 station grants pending totaling \$148,095 in grants with \$151,670 in cost share
 - ~20 interested stations have been sent retailer packet in last 4-6 weeks.



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Infrastructure

- Only 5 counties remain without E85
 - Cass, Clearwater, Cook, Lake of the Woods, Lake
 - Clearwater – Collin Peterson's District



Infrastructure

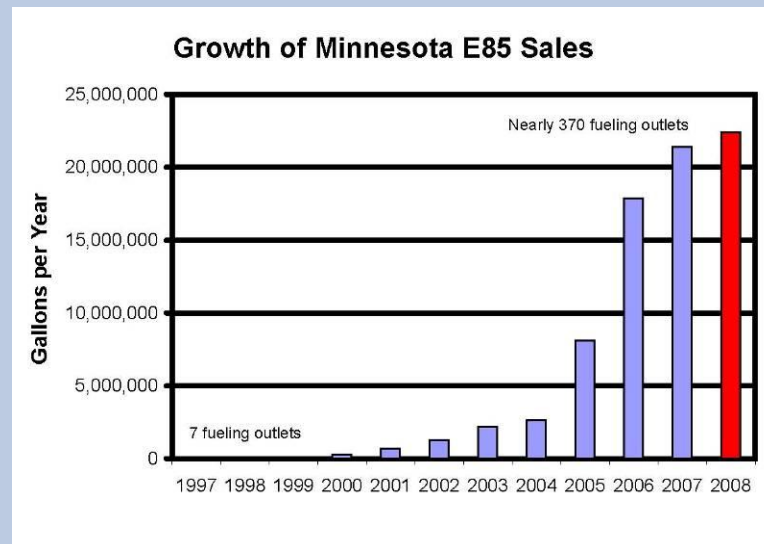
E85 Sales

- 22.4 million gallons sold in 2008

- 5% increase in E85
- 3% decrease in gasoline
- 90,000 tons of lifecycle CO₂

- MN State Fleet

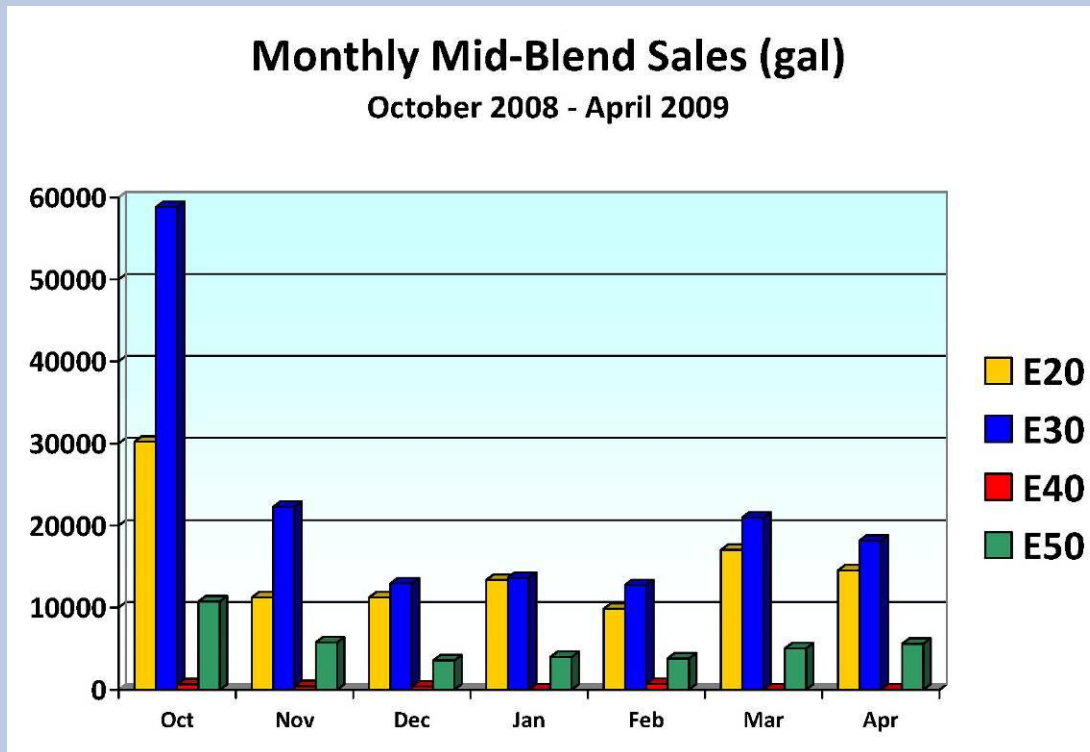
- 150,000 gallons in 1st Qtr
- 37% Increase
- 2,500 FFVs



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Infrastructure

- E30 most popular mid-blend



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Public Policy

- Current E85/biodiesel station grant funds extended through June 2010 (~\$750k remaining)
- \$250k in additional funds? Blenders eligible
- Energy Independence Day – D.C.



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Education

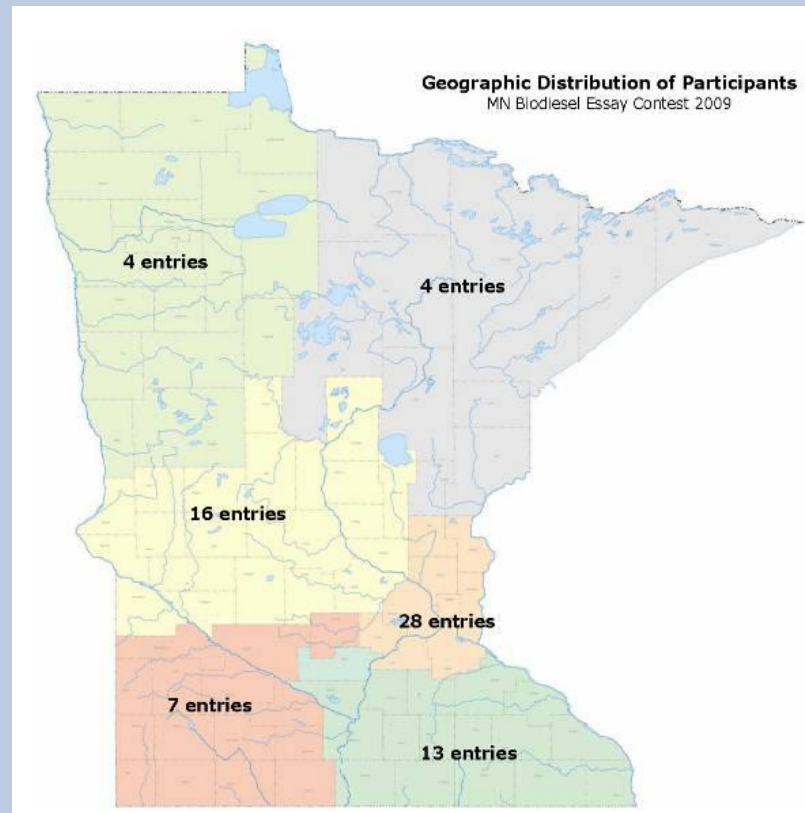
Events, Exhibiting and Materials

- 95 Educational Exhibits, Presentations, & Station Events
- 35,000 E85 Station & Vehicle Brochure
 - Listing brochures
 - Blender pumps included
- 22,000 Event Postcards
- *BetterFuels* Quarterly Newsletter
- CleanAirChoice.org
 - 100,000+ hits per month
 - Station Locator
 - E85 Price Forum
- *New!* Biofuels Kiosk
- *Coming Soon* – TC4 bi-annual newsletter
- *Coming Soon* – Biodiesel brochure



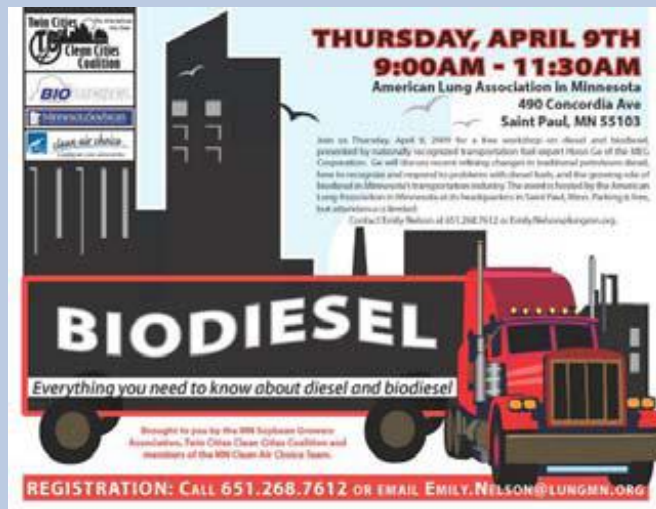
Education

- 2008-2009 Biodiesel Essay Contest
 - Discuss benefits of biodiesel to the environment, economy and energy security.
 - 71 essays entered
 - 1st Place \$1,000
 - 2nd Place \$500



Education

- Everything you need to know about diesel & biodiesel workshop
 - April 9, 2009
 - Over 60 attendees
 - Hoon Ge - speaker



THURSDAY, APRIL 9TH
9:00AM - 11:30AM
American Lung Association in Minnesota
490 Concordia Ave.
Saint Paul, MN 55103

Join us Thursday, April 9, 2009 for a free workshop on diesel and biodiesel presented by nationally recognized transportation fuel expert Hoon Ge of the E85 Corporation. Ge will discuss recent refinery changes in traditional petroleum diesel, how to recognize and respond to problems with diesel fuels, and the growing role of biodiesel in Minnesota's transportation industry. The event is hosted by the American Lung Association in Minnesota at its headquarters in Saint Paul. Free parking is provided. Free attendance is limited.

BIODIESEL
Everything you need to know about diesel and biodiesel!

Brought to you by the MN Soybean Growers Association, Twin Cities Clean Cities Coalition and members of the MN Clean Air Choice Team.

REGISTRATION: CALL 651.268.7612 OR EMAIL EMILY.NELSON@LUNGMINN.ORG



Education

LiveGreenTwinCities.com



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Advertising

Republican National Convention

- KARE 11
 - 54 :30 spots during RNC coverage
 - 1,510,998 adult impressions



I-94 & Snelling Ave Billboard



St. Paul Skyway Signs:
TCF Building & Market
Square



E85 for \$0.85 off
per gallon at new
Eagan Holiday
956 gallons
4 tons CO2



Impala & E85-E10-B20 Pump at Ag Nite Gala



Advertising

- Television

- CW Twin Cities

- 160+ :30 E85 Free to Be Green spots and E85 ads
 - July-Aug 2008 “Text to Win” Promotion
 - Ad: E85 Impala filling up at Holiday
 - 21 \$20 Holiday fuel cards & \$100 card grand prize
 - Info packet for each winner

- Statewide Radio

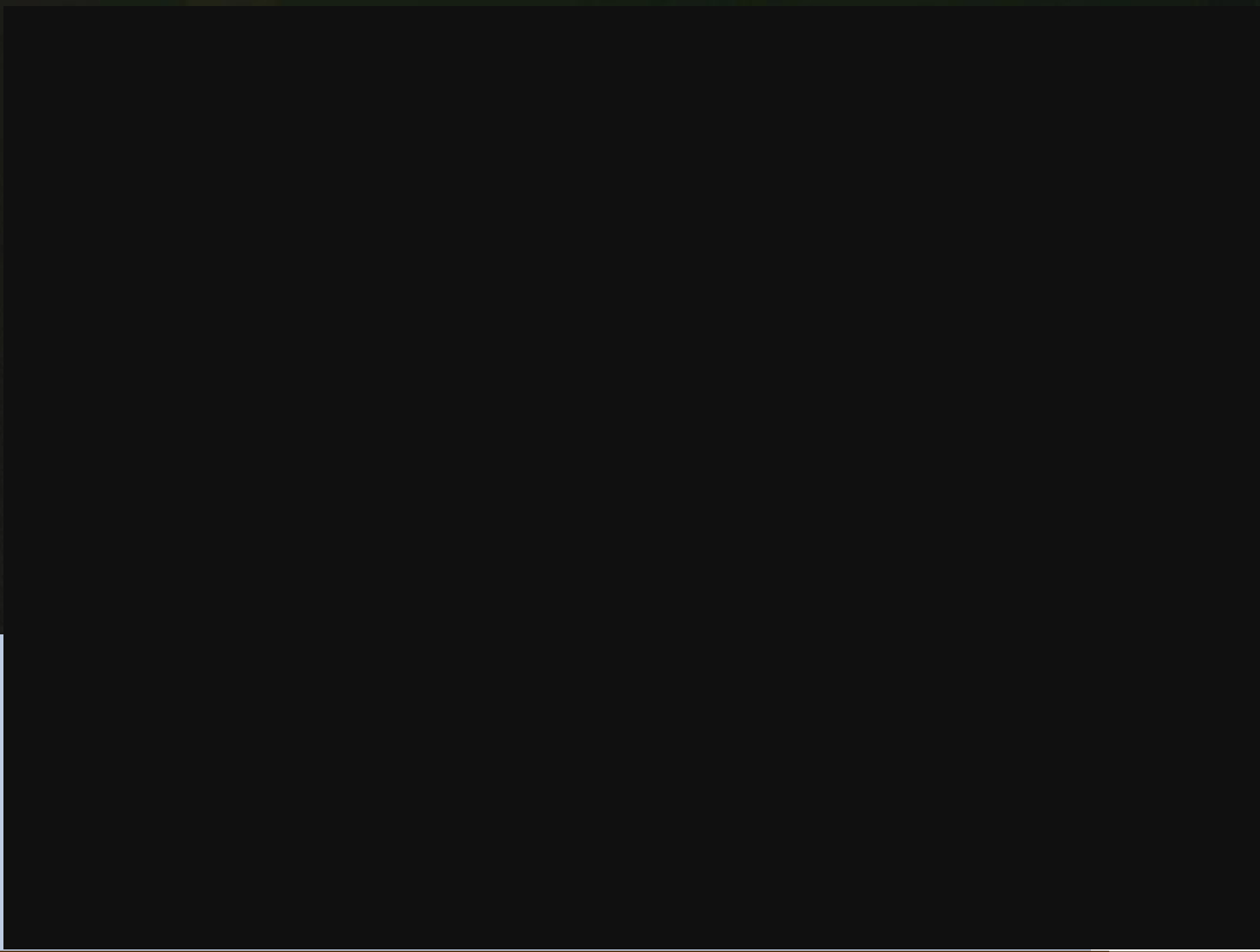
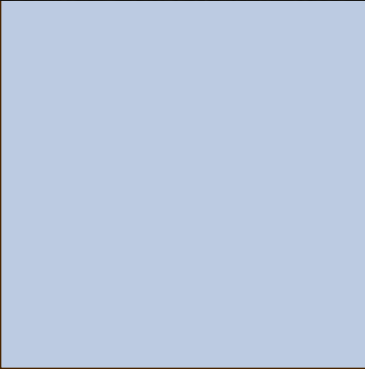
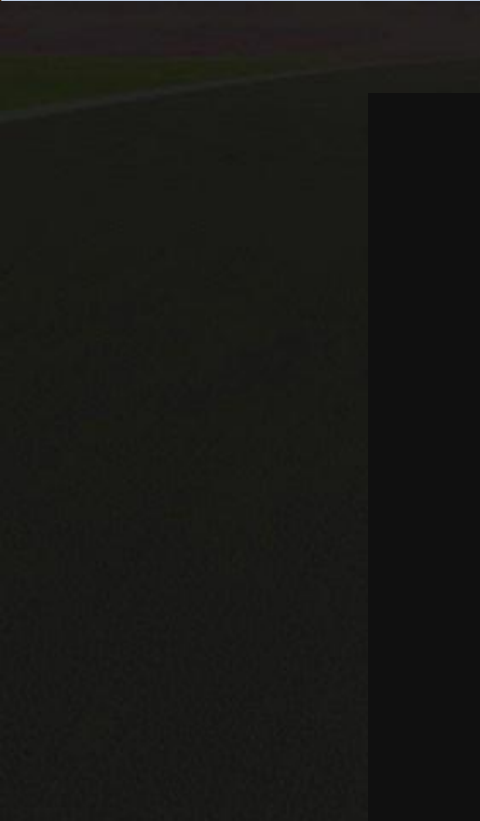
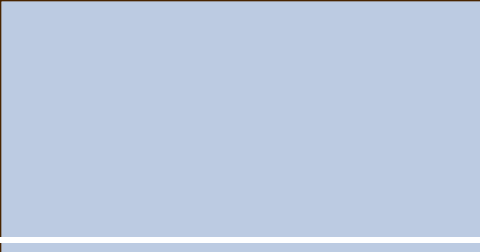
- 1,370+ :30 & :60 ads
 - Mid-February through Early March

- Summer

- Billboards along highways to travel destinations?
 - Weekend radio?
 - TV: News/Weather/Baseball?

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Advertising

- Xcel and Metrodome Restrooms
 - 94 facings
 - 34 metro Applebee's bonus facings



Posting at Metrodome



Back-lit posting at Xcel



Posting at Applebee's



Sponsorships

- Gopher Hockey Zamboni
- Clean Air Racing
- Long Lake Snowmobile Association
Vintage Snowmobile Racing



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Earned Media

- Traditional Earned Media – print and broadcast
 - 65,000,000 earned media impressions
 - Region wide + FL, GA, MI & OH = 73 million
- Social Media
 - Facebook – become a fan of “Clean Air Choice Team”!
 - Twitter - follow Clean Air Choice “tweets”
 - Blogs



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2008 – 2009: Earned Media

Guest Editorials & Media Releases

- Hard Lessons From Beijing About Air Pollution
- Hard Times or Not, Minnesotans Should Use Biofuels
- Drivers Should Know the Facts About Their Fuels
- State Fleet Increases E85 Use by 37%
- Greening Your Garage
- Promotion releases = 80 postings

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Moving Forward

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Moving Forward

MN Clean Air Choice Team 2009

Minnesota Corn Growers Association
Minnesota Soybean Growers Association
Minnesota Department of Commerce
U.S. Department of Energy Clean Cities
General Motors Corporation
Minnesota Department of Agriculture
American Lung Association in Minnesota

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2009 - 2010: Moving Forward

Partnership Building

- Federal/Stimulus funding
- State
- Industry
- Private



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2009 - 2010: Moving Forward

- What we hear when exhibiting:
 - I drive an FFV. Where can I find E85?
 - How can I get an E85/high blend biodiesel station near my home?
 - E85 was \$0.50 less per gallon!
 - My next vehicle is going to be flex fuel.
- But we also hear:
 - Why are we using food for fuel?
 - They are tearing down rain forests in Brazil.
 - Acres are being taken out of CRP to plant corn for ethanol.
 - You get less energy out than it takes to produce it.
 - It takes a lot of water.



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2009 - 2010: Moving Forward

- Educating and correcting these misconceptions
 - One by one at exhibits and promotions
 - Targeted groups with organized forums
 - Thousands or millions at a time with earned media and advertising



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2009 - 2010: Moving Forward

- One by One
 - 95 events in 2008: exhibiting & station promotions
 - Always looking for new and diverse audiences
 - New this fall: LivGreen Expo at Xcel and Renaissance Green Festival Weekend.
 - Annual events: Education Minnesota, Living Green Expo, MN Petroleum Marketers, Association of MN Counties, & Ag Expo

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2009 - 2010: Moving Forward

- Targeted Groups (Lawmakers, Fleets, Media, Environmental Groups and City, State, Public Officials)
 - Coordinate one or more metro-area biofuels forum
 - Secure respected national technical speakers
 - Topics may include ILUC, DLUC, energy balance, ethanol plant efficiencies, other misconceptions
 - Conduct town-hall meetings in larger towns in Minnesota
 - Duluth, Rochester, Mankato, St. Cloud, Willmar, others
 - Utilize local experts and industry personnel



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2009 - 2010: Moving Forward

- By the Millions
 - Quarterly Op/eds focusing on the benefits of biofuels and the dangers of our oil addiction
 - Media releases announcing station promotions and other success stories
 - Regular interviews on Linder Farm Network and other friendly outlets
 - Radio, TV, billboard, & print advertising, recognizing E85 as a Clean Air Choice
 - Social Media: Facebook, Twitter, Blogs

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2009 - 2010: Moving Forward

- Building the Infrastructure
 - What we do for retailers:
 - Technical/equipment, imaging, marketing, supply, grant applications and contracts, website (MN, NEVC, DOE, Waymarking)/brochure listings, earned media, promotions
 - What is available in FY2010?
 - ~\$750k in E85 grants available
 - Only E85 and B10-B20 eligible
 - 75% of project cost, up to \$15,000
 - \$250k in additional funds pending
 - Blender pumps eligible
 - 75% of project cost, up to \$15,000
 - More details to be announced soon



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2009 - 2010: Moving Forward

- Building the Infrastructure:
 - Targets:
 - 5 (soon 4) counties without E85
 - Areas without convenient access
 - Any and all stations that have not received a previous grant.



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2009 - 2010: Moving Forward

- Station Biofuel Promotions

- 38 promotions & 22,000 postcards in 08-09
- 27,000 gallons & 110 tons CO₂
- Build awareness
- Build loyalty
- Incentive to “give E85 a try”
- One-to-one contact
 - FFV drivers
 - Station personnel
- Media educates public



Pipeline Travel Plaza – Alexandria

1,400+ gallons sold

>5.5 tons of lifecycle CO₂ emissions

100.7 FM, KX92, 1490 AM and Linder Farm Network



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2009 - 2010: Moving Forward

Public Policy

- Provide regular updates to lawmakers and decision-makers on E85/biodiesel infrastructure and programming progress
- Provide information/testimony for specific legislation when appropriate



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Upcoming Events

Back to the Fifties: June 19-21, 2009 • Saint Paul, MN

2009 Midwest Renewable Energy Fair: June 19-21, 2009 • Custer, WI

Biofuels Seminar: June 24, 2009 • Fargo, ND

Eden Valley E85 Promotion: June 25, 2009 • Eden Valley, MN

Bird Island Biofuel Promotion: June 26, 2009 • Bird Island

Governor's Ethanol Challenge Races: July 7-10, 2009

Alexandria, MN • Madison, MN

Litchfield, MN • Montevideo, MN

Fairfax Biofuel Promotion: July 8, 2009 • Fairfax, MN

Litchfield E85 Promotion: July 9, 2009 • Litchfield, MN

Glenwood E85 Promotion: July 24, 2009 • Glenwood, MN

Faribault Biofuel Forum: July 24, 2009 • Blue Earth, MN

Watkins E85 Promotion: July 31, 2009 • Watkins, MN

Benton County Fair Green Day: August 7, 2009 • Saint Cloud, MN

Minnesota State Fair Parade: August 27, 2009 • Saint Paul, MN

Minnesota Renaissance Festival: September 26-27, 2009 • Shakopee, MN



Thank You!

Questions?

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CleanAirChoice.org

1.800.LUNG.USA



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